Setting new benchmarks for transparency in Pakistan's evolving insurance sector

PAKISTAN'S insurance sector is undergoing a period of significant transformation. Increasing digitalisation, customer engagement, and regulatory oversight are driving greater transparency, helping insurers build trust, expand coverage, and encourage sustainable growth. Within this evolving landscape, IGI Life Insurance and IGI General Insurance stand out for initiatives that combine innovation with transparent practices, setting benchmarks for the broader industry.

IGI Life Insurance: wellness and digital transparency

IGI Life Insurance has been at the forefront of enhancing customer experience and transparency in life and health insurance. Its digital platforms allow policyholders to access information about their coverage, track claims, and manage policies with ease. These tools simplify processes, reduce ambiguity, and empower customers to make informed financial decisions.

A cornerstone of IGI Life's approach is its Vitality Programme, designed to promote healthier lifestyles while providing clear visibility of benefits. Policyholders can track their physical activity through the Vitality App, monitor health metrics such as blood pressure and BMI, and receive status updates reflecting their wellness engagement.

Those who achieve weekly activity targets are rewarded with Foodpanda vouchers or Easy Tickets movie vouchers, with additional incentives available monthly and annually.

These include cashback on wearable devices and an integrated annual benefit linked to policy performance.

To further enhance transparency and convenience, IGI Life also offers a Customer Solution App, which allows policyholders to manage premiums, check account and beneficiary details, file claims, book appointments, and explore other policy options. Together, these digital tools provide a clear view of coverage and benefits, reinforcing IGI Life's commitment to accountability and customer empowerment.

IGI General Insurance: driver behaviour and non-life coverage

Non-life insurance is equally important in promoting financial security and public trust. IGI General Insurance provides coverage across motor, health, travel, property, marine, engineering, and energy sectors. Its digital solutions, including real-time claim tracking, cashless motor claims, and 24/7 roadside assistance, allow policyholders to navigate insurance processes with clarity and confidence.

A notable initiative is the IGI Vitality Drive, a driver-behaviour programme using telematics to monitor driving habits such as braking, acceleration, cornering night time driving, phone use and etc. Participants demonstrating safe driving behaviour receive vouchers for Foodpanda or Easy Tickets, creating tangible incentives for safer roads. This programme exemplifies IGI General's focus on transparency, measurable outcomes, and proactive engagement with policyholders, while also reinforcing its broader role in risk management and safety.

Transparency driving industry growth

The initiatives of IGI Life and IGI General highlight how transparency and innovation can fuel the growth of Pakistan's insurance industry. Digital platforms, clear communication, and structured rewards not only improve the customer experience but also help demystify insurance products for the public. This transparency encourages wider adoption, fosters trust, and positions insurance as a reliable tool for financial security.

Regulatory oversight by the Securities and Exchange Commission of Pakistan (SECP) has further strengthened these trends. New reporting requirements, standardised disclosures, and compliance measures incentivise insurers to maintain high standards in operations and communications. By integrating these regulatory expectations with innovative programmes, IGI Life and IGI General are setting benchmarks for ethical, accountable, and customer-centric insurance practices.

Addressing challenges and building opportunities

Despite progress, challenges remain. Many consumers are still unfamiliar with insurance products, and misconceptions about accessibility or complexity persist. Initiatives such as IGI Life Vitality and IGI General Vitality Drive are bridging these gaps by creating engaging, measurable programmes that reward positive behaviour — whether through wellness or safer driving habits. These programmes also reinforce public trust by clearly linking actions to rewards and benefits.

Conclusion

IGI Life and IGI General exemplify how transparency, innovation, and customer engagement can drive sustainable growth in Pakistan's insurance sector. From wellness incentives to driver-behaviour programmes, their initiatives demonstrate how measurable, transparent actions can strengthen customer confidence, promote positive behaviour, and expand market penetration. As the industry continues to modernise, such approaches not only enhance trust but also contribute to a more resilient, informed, and inclusive insurance landscape. ■

How to lodge a complaint with Federal Insurance Ombudsman?

By Mobashir Naeem Siddiqui
Director General,
Federal Insurance Ombudsman

THE Federal Insurance Ombudsman (FIO), established under the Insurance Ordinance, 2000, provides a platform for cost free and speedy justice by resolving disputes between policyholders and companies. Designed to protect consumers' rights, the FIO ensures fair, transparent, and accountable practices in Pakistan's insurance industry.

Any aggrieved person may lodge a complaint regarding maladministration by insurance companies through a simple and public friendly mechanism.

To begin, the complainant prepares a brief written description of the issue and attaches supporting documents, then complaints can be submitted through email, via online portal of our website www.fio.gov.pk or by courier/post to the FIO Secretariat in Karachi, as well as at any of the regional offices located in all major cities of the country.

Addresses of all offices are available on website *www.fio.gov.pk*. Complaints can also be lodged through our helpline #1082.

For the convenience of complainants, hearings are also conducted through video link and Zoom connectivity from the nearest regional office. Once received, the FIO scrutinises the complaint and ensures quick and fair justice within 60 days as per law. ■

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